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January through October, 1964

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BUSINESS AND THE LIBERAL ARTS TRADITION

The only true believers in the liberal arts tradition are the men of business. They really prefer general intelligence, literacy and adaptability. They know, in the first place, that the conditions of their work change so rapidly that no college courses can prepare for it. And they also know how often men in mid-career suddenly feel that their work is not enough to sustain their spirits. Such men turn to the arts, to disinterested reading, in a word to self-cultivation, as means of keeping their souls alive. Some business firms even provide instruction

of this sort to their care-worn executives—seminars in Plato and round tables on political science—in hopes of restoring the energies by feeding an organ of the soul that has been starved during the professional career. This starvation occurs not only in business but also in the other professions, which are growing more and more like business in their paper-pushing aspects.

—JACQUES BARZUN, in a convocation at Hofstra University, December, 11, 1963.